

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	3	302
Catchment Adults 18+	653	1,236	318,308
Catchment Adults 18+ Per Pub	218	412	1,054
Populaton Projection 2018 to 2028 (% change)	0.00%	0.95%	3.59%

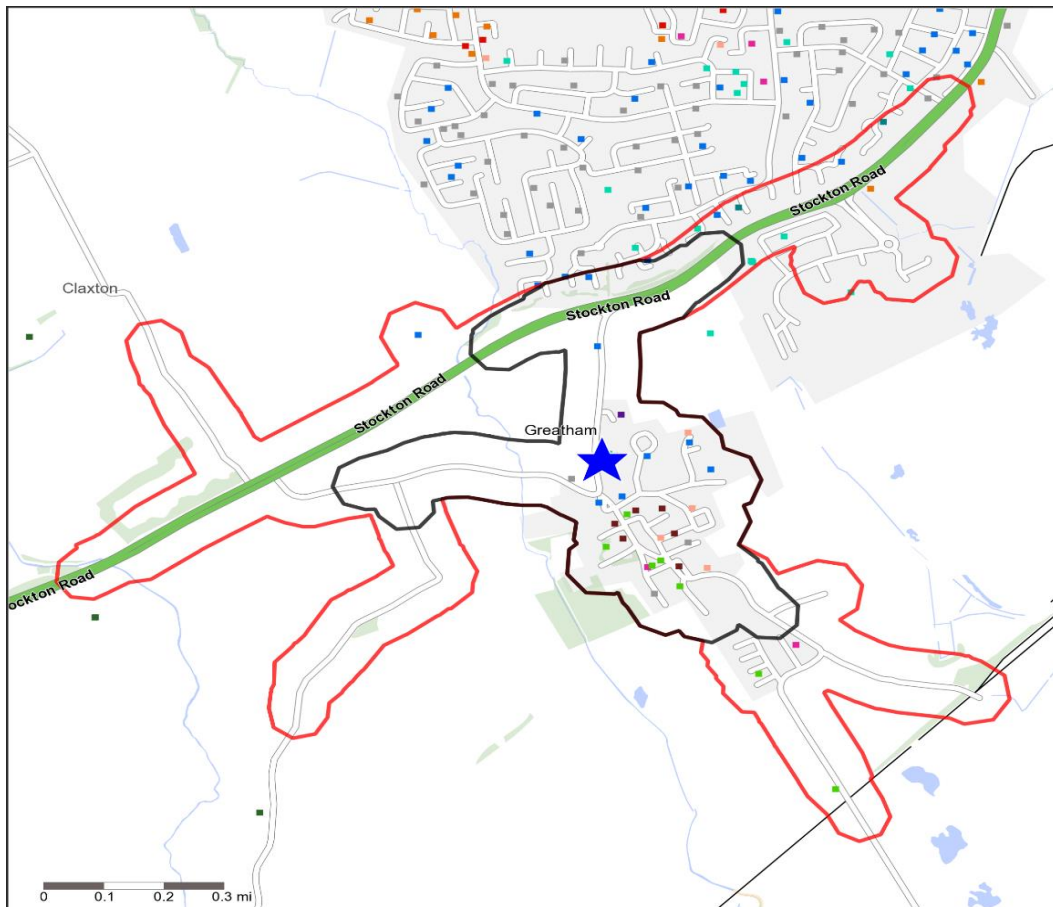
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	569	87.1	168	1	High Street Pub	1,064	86.1	166	1	High Street Pub	263,442	82.8	160
2	Community Pub	491	75.2	161	2	Community Pub	815	65.9	141	2	Community Pub	228,440	71.8	154
3	Premium Local	313	47.9	76	3	Premium Local	680	55.0	87	3	Premium Local	112,754	35.4	56
4	Great Pub Great Food	158	24.2	187	4	Great Pub Great Food	380	30.7	238	4	Great Pub Great Food	71,874	22.6	175
5	Bit of Style	63	9.6	24	5	Bit of Style	167	13.5	33	5	Bit of Style	57,428	18.0	45
6	Circuit Bar	13	2.0	7	6	Circuit Bar	34	2.8	10	6	Circuit Bar	32,571	10.2	38
7	Craft Led	13	2.0	19	7	Craft Led	34	2.8	27	7	Craft Led	20,873	6.6	64

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	37	5.7	64	74	6.0	68	17,423	5.5	62
C1	68	10.4	85	137	11.1	90	35,425	11.1	91
C2	62	9.5	115	121	9.8	119	29,010	9.1	110
DE	59	9.0	88	109	8.8	86	46,656	14.7	142

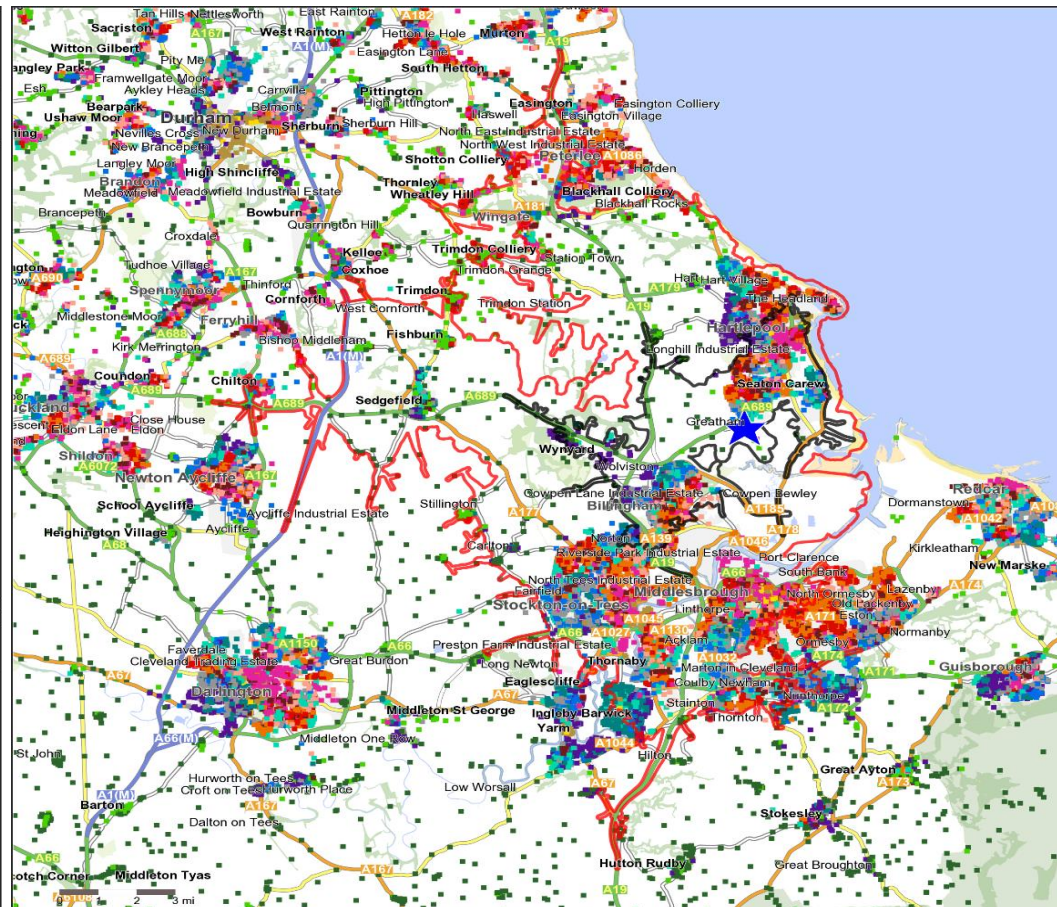
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	323	49.5	149	480	38.8	117	183,869	57.8	174
Medium (7-13)	217	33.2	100	530	42.9	129	93,668	29.4	89
High (14-19)	53	8.1	29	118	9.5	34	26,348	8.3	29

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0
A02	Uptown Elite	0	0	0	6
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	774	1,151
B06	Diamond Days	0	0	202	695
B07	Alpha Families	0	0	674	1,918
B08	Bank of Mum and Dad	4	8	555	2,076
B09	Empty-Nest Adventure	0	0	1,466	5,017
C10	Wealthy Landowners	2	3	313	1,352
C11	Rural Vogue	4	8	140	494
C12	Scattered Homesteads	7	13	48	496
C13	Village Retirement	0	0	58	1,445
D14	Satellite Settlers	22	39	254	2,521
D15	Local Focus	30	32	35	3,255
D16	Outlying Seniors	51	89	125	3,981
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	371	1,816
E19	Bungalow Heaven	14	69	4,237	13,427
E20	Classic Grandparents	5	31	2,218	10,043
E21	Solo Retirees	5	10	1,571	6,526
F22	Boomerang Boarders	30	52	2,027	7,910
F23	Family Ties	0	10	953	3,676
F24	Fledgling Free	85	168	3,937	9,137
F25	Dependable Me	54	167	2,104	8,090
G26	Cafés and Catchments	0	0	0	479
G27	Thriving Independence	0	0	257	1,301
G28	Modern Parents	0	0	1,717	10,546
G29	Mid-Career Convention	0	64	2,116	6,228
H30	Primary Ambitions	0	0	673	3,431
H31	Affordable Fringe	4	25	3,280	13,519
H32	First-Rung Futures	13	34	2,565	10,240
H33	Contemporary Starts	0	0	767	6,477
H34	New Foundations	0	0	146	964
H35	Flying Solo	0	0	80	805

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy	0	0	32	1,158
I37	Budget Generations	0	0	1,094	2,284
I38	Economical Families	0	0	4,929	12,549
I39	Families on a Budget	0	4	5,967	24,464
J40	Value Rentals	50	69	3,785	12,501
J41	Youthful Endeavours	0	0	332	1,929
J42	Midlife Renters	35	83	932	3,613
J43	Renting Rooms	0	0	5,685	28,015
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	519	1,148
K47	Single Essentials	0	0	1,256	5,378
K48	Mature Workers	0	0	4,862	25,610
L49	Flatlet Seniors	0	0	1,732	6,568
L50	Pocket Pensions	72	80	1,579	6,119
L51	Retirement Communities	0	0	146	926
L52	Estate Veterans	0	0	395	2,709
L53	Seasoned Survivors	0	0	2,622	8,359
M54	Down-to-Earth Owners	89	89	2,632	8,664
M55	Back with the Folks	72	82	1,691	8,412
M56	Self Supporters	6	8	1,570	5,337
N57	Community Elders	0	0	73	515
N58	Culture & Comfort	0	0	0	25
N59	Large Family Living	0	0	0	1,570
N60	Ageing Access	0	0	100	326
O61	Career Builders	0	0	4	336
O62	Central Pulse	0	0	117	743
O63	Flexible Workforce	0	0	0	98
O64	Bus-Route Renters	0	0	769	2,664
O65	Learners & Earners	0	0	0	2,675
O66	Student Scene	0	0	0	597
U99	Unclassified	0	0	82	3,992
Total		654	1,237	76,568	318,306

Top 3 Mosaic Types in a 20 Minute Walktime

1. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

2. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



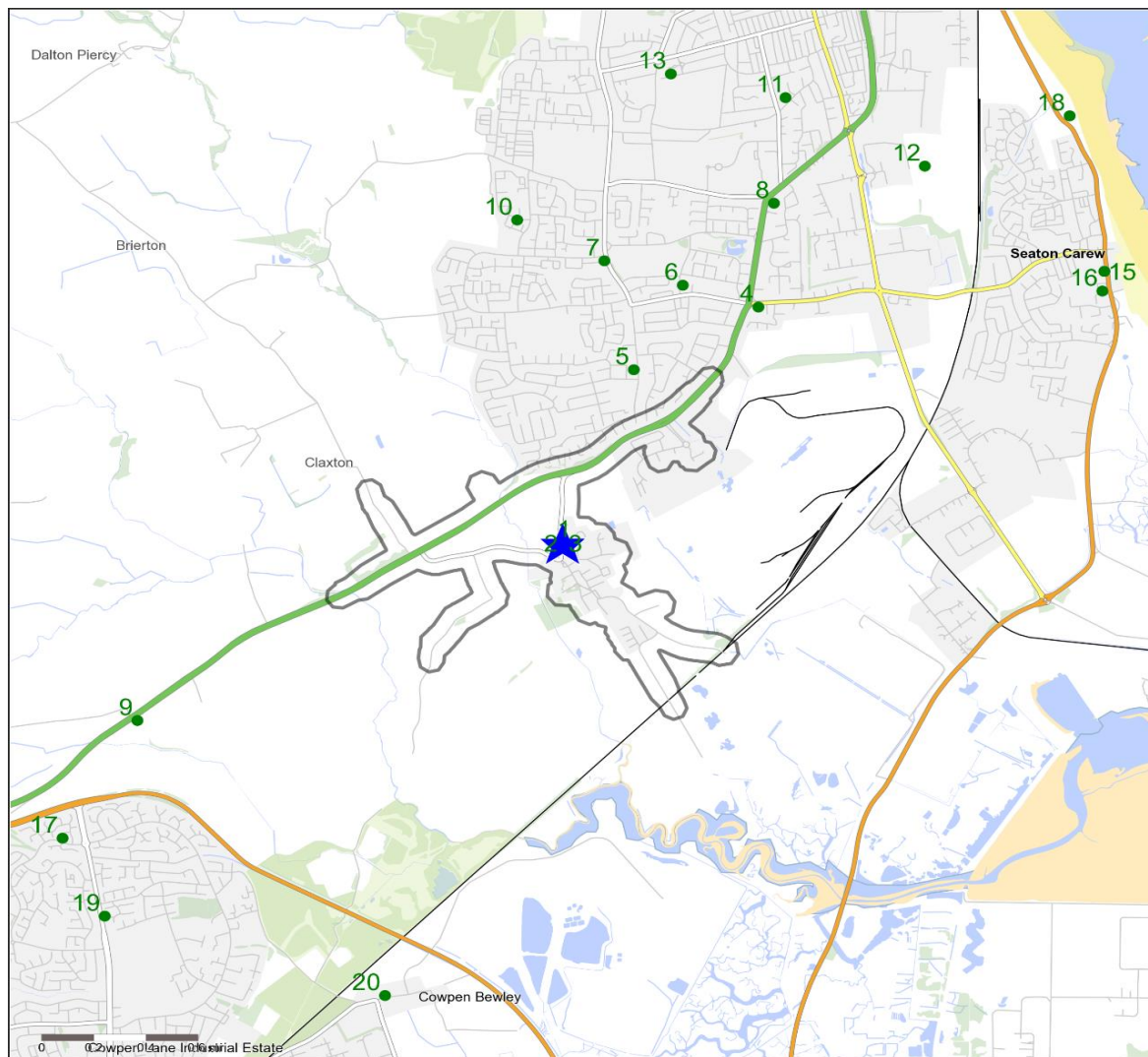
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Activity Group Structure	20 Minute Walktime											
	High			Medium			Low					
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index			
Female: Alone, Pair or Group	304	24.6	81	96	7.8	47	836	67.6	130			
Male: Alone	677	54.8	184	137	11.1	71	422	34.1	64			
Male: Group	416	33.7	147	383	31.0	118	436	35.3	71			
Male: Pair	331	26.8	103	219	17.7	116	686	55.5	97			
Mixed Sex: Group	126	10.2	45	516	41.7	131	594	48.1	109			
Mixed Sex: Pair	394	31.9	136	431	34.9	107	412	33.3	78			
With Children	323	26.1	90	177	14.3	85	736	59.5	112			
Unknown	322	26.1	79	83	6.7	37	832	67.3	140			
For Eating:												
Upmarket	242	19.6	64	152	12.3	59	843	68.2	144			
Midmarket	304	24.6	72	4	0.3	4	928	75.1	136			
Downmarket	624	50.5	227	426	34.5	99	185	15.0	36			
For Drinking (monthly spend):												
Nothing	432	35.0	116	399	32.3	137	405	32.8	73			
Low (less than £10)	285	23.1	77	744	60.2	256	207	16.7	37			
Medium (Between £10 and £40)	273	22.1	72	273	22.1	124	690	55.8	111			
High (Greater than £40)	152	12.3	48	349	28.2	138	734	59.4	114			

Activity Group Structure	20 Minute Drivetime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	
Female: Alone, Pair or Group	85,790	27.0	89	53,005	16.7	102	175,520	55.1	106	
Male: Alone	109,111	34.3	115	62,507	19.6	126	142,698	44.8	84	
Male: Group	81,608	25.6	112	100,646	31.6	121	132,062	41.5	84	
Male: Pair	68,061	21.4	82	80,595	25.3	166	165,660	52.0	91	
Mixed Sex: Group	82,770	26.0	114	84,860	26.7	83	146,687	46.1	105	
Mixed Sex: Pair	77,507	24.3	104	126,903	39.9	123	109,905	34.5	81	
With Children	119,666	37.6	130	60,213	18.9	112	134,437	42.2	80	
Unknown	108,217	34.0	104	30,590	9.6	54	175,509	55.1	115	
For Eating:										
Upmarket	64,332	20.2	66	80,394	25.3	121	169,590	53.3	113	
Midmarket	101,021	31.7	92	28,363	8.9	99	184,932	58.1	105	
Downmarket	119,261	37.5	169	123,852	38.9	112	71,203	22.4	54	
For Drinking (monthly spend):										
Nothing	113,283	35.6	118	86,695	27.2	115	114,338	35.9	80	
Low (less than £10)	77,105	24.2	81	72,227	22.7	97	164,984	51.8	114	
Medium (Between £10 and £40)	79,732	25.0	82	39,807	12.5	70	194,777	61.2	122	
High (Greater than £40)	49,163	15.4	60	83,384	26.2	128	181,768	57.1	109	

Competitor Map



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★ Site
● Star Pubs
● Pubs
N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Bull & Dog Inn, TS25 2EN	Trust Inns	0.0	0.0
2	Hope & Anchor, TS25 2EN	Star Pubs & Bars	0.0	0.0
3	Smiths Arms Inn, TS25 2EN	Admiral Taverns Ltd	0.0	0.0
4	Owton Lodge, TS25 1HA	Mitchells & Butlers	27.5	3.0
5	Fens, TS25 2LT	Ei Group	29.9	3.6
6	Rossmere, TS25 3AX	Marston's	32.0	3.6
7	Red Admiral, TS25 3JN	Admiral Taverns Ltd	34.4	4.8
8	Travellers Rest, TS25 1LB	Greene King	35.6	3.7
9	Blue Bells Inn, TS22 5PQ	Independent Free	38.3	2.9
10	Hour Glass, TS25 4BS	Ei Group	44.4	6.5
11	Greenside, TS25 5BQ	Marston's	45.6	5.0
12	Stag & Monkey, TS25 1SD	Greene King	54.3	6.5
13	Woodcutter, TS25 5ND	Independent Free	55.2	7.0
14	9 Anchors, TS25 1BS	Independent Free	57.6	8.6
15	Larry's Lanes, TS25 1BS	Independent Free	57.6	8.6
16	Seaton Hotel, TS25 1BX	*Other Small Retail Groups	60.5	9.2
17	Owington Farm, TS23 3TL	Mitchells & Butlers	65.2	5.2
18	Hornseys Bar & Grill, TS25 1XN	Independent Free	69.0	9.7
19	Merlin, TS23 3QJ	Star Pubs & Bars	69.1	5.7
20	Three Horseshoes, TS23 4HS	Punch Pub Company	115.0	8.1